# INTERACTIVE MARKETING
# METRICS

CHOOSING **EFFECTIVE KPIS** TO ASSESS THE SUCCESS OF YOUR **INTERACTIVE CAMPAIGNS**
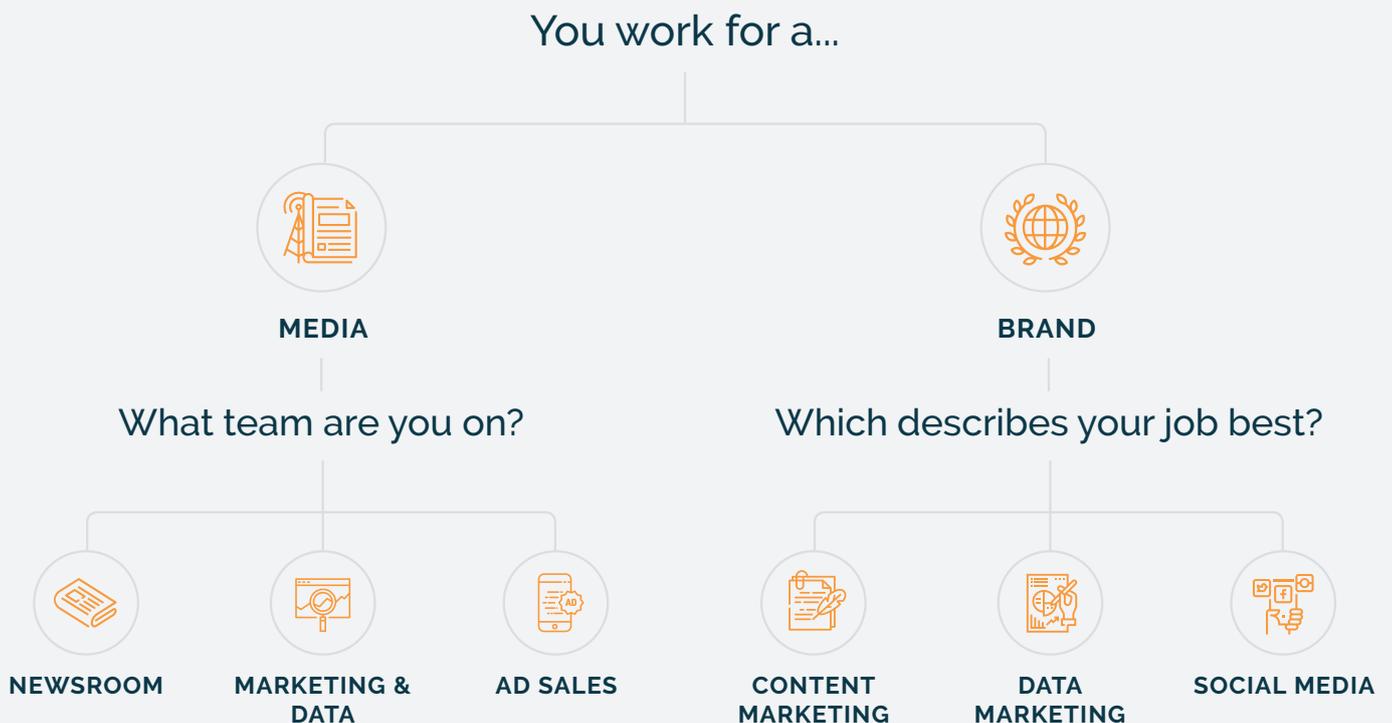
**qualifio**

# Interactive marketing metrics

## Choosing effective KPIs to assess the success of your interactive campaigns

At Qualifio, we are convinced that **interacting** with your digital audience will increase the ROI of your marketing activities, both to raise engagement of your community and brand awareness, but also to offer strong leverage to collect data and qualify prospects and clients. That's why we have built a powerful and intuitive SaaS platform to create and run interactive & data collection campaigns (e.g. forms, votes, quizzes, galleries) and publish them on multiple channels (web, social networks, native mobile apps, etc.)

Just like with any other marketing campaign, interactive campaigns need to innovate, adapt and evolve to fully meet their purpose. By leveraging the right **metrics and KPIs**, you will be able to make adjustments and perfect your strategy.

So, what kind of metrics should you be using? There are a number of KPIs that you can track in order to execute a successful interactive marketing campaign.

## You work for a...



**MEDIA**

**BRAND**

### What team are you on?

### Which describes your job best?

**NEWSROOM**

**MARKETING & DATA**

**AD SALES**

**CONTENT MARKETING**

**DATA MARKETING**

**SOCIAL MEDIA**

# Media Companies

## KEY METRICS FOR
## JOURNALISTS & CONTENT CREATORS

### Pageviews

Pageviews measure the total number of views a particular page or article has received. It's a fairly large measurement, as pageviews generally include repeated views of a single page from the same user. Pageviews can give an indication of how popular or compelling a page or article is. Therefore, they can help you decide where to place your calls-to-action.

**EXAMPLE OF KPI TARGET:** 30,000 views for a page or article.

### Visit duration

The amount of time visitors spend per visit on a website (or on a particular page) is a key indicator of how successful that website or page is in attracting relevant visitors. The longer someone spends on your website, the more interested they are in what you have to offer. This metric can be a good indicator of the level of interest or engagement that a visitor has with your content, but also of the success of a campaign that brings visitors to your website.

**EXAMPLE OF KPI TARGET:** 2 minutes 30 seconds.

### Interactions per visit

The "interactions per visit" metric gives you a better idea of how many interactions people make on your site in one visit. What exactly are they doing? Are they clicking, scrolling, commenting? Each action is important to understand how you can influence their behaviour into conversion.

**EXAMPLE OF KPI TARGET:** 30 interactions per visit.

### Participations

Participation metrics are useful to determine which pages or campaigns are contributing most to the success of your site. You can measure both the total number of participations and the participation rate (= the percentage of visitors who take part in your campaign).

**EXAMPLE OF KPI TARGET:** 6,200 participations or a 37% participation rate.

## Unique participants

Unique participants is a common way of measuring the popularity of your campaign or your advertiser's. In Qualifio, what defines a unique participant is a unique entry into the database (first name, last name, e-mail). "Unique participants" is a valuable metric that, along with the total number of participations, measures the success of your interactive marketing campaign.

**EXAMPLE OF KPI TARGET:** 8,000 unique participants.

## New participants

The "new participants" metric allows you to see how many people participated in one of your campaigns for the first time. Depending on the kind of marketing efforts you executed to acquire participants (such as paid advertising or social media boosts), this metric can indicate how successful you were at generating new users.

**EXAMPLE OF KPI TARGET:** 650 new participants or 75% of new participants.

## Social interactions

You can measure the number of times your campaign has been shared on social media platforms. Making your campaign easy to share on social media is a good way to increase its organic reach. This, in turn, will help get more leads and conversions, but also continue to foster the bonds you have with your already-existing customers.

**EXAMPLE OF KPI TARGET:** 150 Facebook shares.

## Push data to DMP or CDP

Create audience segments in your DMP or CDP based on the thematics of campaigns visitors interact with and answers they gave to questions. Analyse participants and then sell your inventory to media-buyers whose target segments match yours.

**EXAMPLE OF KPI TARGET:** 5,000 answers and IDs pushed to your DMP.

## Bounce rate

The bounce rate is the percentage of visitors who navigate away from your site after viewing only one page. If a user clicks on your page and leaves without any interaction, that could be a signal that your site isn't what they're looking for. Bounce rate can thus tell you if your marketing strategy is effective and if your visitors are engaging with your content.

**EXAMPLE OF KPI TARGET:** Lower your bounce rate to 40%.

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# KEY METRICS FOR
## MARKETING & DATA TEAMS

### Newsletter opt-ins

Encourage participants to sign up for your newsletter by adding an opt-in to your campaign.

**EXAMPLE OF KPI TARGET:** Collect 27,000 new opt-ins in one year.

### Subscriber list growth rate

It tells you how quickly your e-mail list is growing. If you are looking to extend your reach and expand your audience, one of your goals will probably be growing your subscriber list.

**EXAMPLE OF KPI TARGET:** 4% monthly list growth rate. With that target in mind, if you start the year with 1,000 subscribers, you'll finish it with approximately 1,600 ones! Isn't it exciting to watch an e-mail list grow!?

### Opt-in rate

Also known as "e-mail signup" rate, it is the conversion rate of participants to e-mail subscribers.

**EXAMPLE OF KPI TARGET:** Let's say your goal is to have a 20% opt-in rate on your campaign. For every 1,000 participants, you get 200 of them to join your e-mail list.

### New accounts created

Qualifio can help boost the number of users that register on your website, and thus the proportion of your logged in visitors.

**EXAMPLE OF KPI TARGET:** 8,000 unique participants.

### CRM enrichment

CRM data enrichment makes it easier to personalise your customer experience by enhancing customer profiles.

**EXAMPLE OF KPI TARGET:** Data enrichment can be assessed, for instance, through the number of new fields per CRM profile. E.g. add a field to qualify customers as potential car or home buyers.

### Profile segmentation

Profile segmentation ensures customers are not squeezed into a "one size fits all" approach, which is often too general for today's markets and misses the mark with target customers. You can measure the effectiveness of your segmentation strategy by looking at the number of profiles pushed to each of your segments, for example.

**EXAMPLE OF KPI TARGET:** Increase the number of profiles in segment X by 14%.

# KEY METRICS FOR **AD SALES**

## Ad revenue

Generate extra ad revenue by selling premium interactive advertising campaigns to advertisers, in addition to display ads. See 40 examples of interactive campaigns your advertisers will love.

**EXAMPLE OF KPI TARGET:** €500,000 of budget sold to your advertisers this year for interactive campaigns and collected leads.

## Pageviews and ad inventory

Pageviews measure the total number of views a particular page or campaign has received. Pageviews can give an indication of how popular or compelling a page or campaign is. More pageviews mean more ad impressions on those pages, a bigger CPM, and thus extra revenue.

**EXAMPLE OF KPI TARGET:** Deliver a million ad impressions in a month.

## Time to market reduction

By creating and publishing interactive ad campaigns in a reduced time, you can respond more quickly to advertisers and potential advertisers' requests.

**EXAMPLE OF KPI TARGET:** Reduce time to market to a maximum of 10 days.

## Money saved

By creating and publishing interactive ad campaigns with a generic tool, you can decrease your advertising production costs.

**EXAMPLE OF KPI TARGET:** Reduce production cost of a campaign by 50%.

## Data collection for your advertisers

Sell the pushing of first-party consumer profile data or consent-based newsletter subscriptions to your advertiser's e-mailing tool or CRM on top of the branded campaign for extra revenue.

**EXAMPLE OF KPI TARGET:** 25,000 profiles pushed to your advertisers' CRM or e-mailing tool. At a rate of €0.20/profile pushed, this could get you a €5,000 extra ad revenue.

## Coupons redemption rate

If your campaign allows distributing coupons to entice users to purchase a product, you would probably monitor the total number of coupons being redeemed by customers.

**EXAMPLE OF KPI TARGET:** 24% coupon usage.

# Brands

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## KEY METRICS FOR **CONTENT**

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**EXAMPLE OF KPI TARGET:** 150 Facebook shares.

## Traffic on product pages

Your customers can come to your product pages through various methods of traffic which include interactive marketing campaigns created to promote your products or related to discounts.

**EXAMPLE OF KPI TARGET:** Grow traffic to product pages by 50%.

## Push data to DMP or CDP

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**EXAMPLE OF KPI TARGET:** 5,000 profiles pushed to your DMP.

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Qualifio can help boost the number of users that register on your website, and thus the proportion of your logged in visitors.

**EXAMPLE OF KPI TARGET:** Get to 10,000 users registered on your site or have 60% of your website visitors logged in.

### CRM enrichment

CRM data enrichment makes it easier to personalise your customer experience by enhancing customer profiles.

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Profile segmentation ensures customers are not squeezed into a "one size fits all" approach, which is often too general for today's markets and misses the mark with target customers. You can measure the effectiveness of your segmentation strategy by looking at the number of profiles pushed to each of your segments, for example.

**EXAMPLE OF KPI TARGET:** Increase the number of profiles in segment X by 14%.

## Unique codes redemption rate

Use unique coupon codes to redirect your prospects to a coupon (e.g. a free drink or a discount on their purchase). A unique coupon code can easily be added to an interactive campaign and displayed on the user's screen right after completing a form or sent per e-mail. The prospect can then redeem the coupon code anytime in one of your shops or on your e-commerce site. If you run a coupon promotion, measuring how many unique participants redeemed the coupon is a good idea.

**EXAMPLE OF KPI TARGET:** 72% redemption rate or 1,100 coupons redeemed.

## Push data to marketing automation platform

Automatically send contact profile data to your marketing automation tool and launch custom workflows in order to communicate with them more effectively. For instance, you might have set up a series of targeted e-mails and SMS based on what campaign your contacts interacted with.

**EXAMPLE OF KPI TARGET:** 35,000 profiles pushed to your marketing automation platform.

## App downloads

Downloads represent the number of times your app has been installed. If you want your app to get more downloads, consider promoting it through an interactive campaign. By knowing your download numbers and seeing how they trend over time, you know if your marketing campaigns have done well.

**EXAMPLE OF KPI TARGET:** +24% in app downloads following your dedicated campaign.

## Average cost per lead

How to calculate your cost per lead? It's actually a very straightforward formula. Simply divide what you spent on a campaign or channel by the number of leads that came in from that channel. Once you have your magic number, you can compare it among different channels, especially with Google and Facebook.

**EXAMPLE OF KPI TARGET:** Decrease your average cost per lead by 30%.

## Time to market reduction

The time to market (TTM) is the average number of days it takes your company to launch a campaign, from the generation of ideas to its publication online. Relying on the right technology and tools can be helpful if you're looking to reduce that delay and speed up the development process of your campaigns.

**EXAMPLE OF KPI TARGET:** Reduce time to market to a maximum of 10 days.

## Money saved

By creating and publishing interactive ad campaigns with a generic tool, you can decrease your advertising production costs.

**EXAMPLE OF KPI TARGET:** Reduce production cost of a campaign by 50%.

## Samples given

Free samples allow you to promote your product and demonstrate its quality. You can use freebies for lead generation, for instance: give away the samples for free, but make sure they give you their address, e-mail or phone number in exchange. This allows you to follow up with them and close the sale at a later time.

**EXAMPLE OF KPI TARGET:** 15% conversion rate of product samples to sales.

# KEY METRICS FOR **SOCIAL MEDIA**

## Number of social media fans

To increase your social media following, you can include social media follow buttons and like boxes in your interactive campaigns.

**EXAMPLE OF KPI TARGET:** Have 20,000 Facebook fans or 15,600 Twitter followers.

## Conversions from personalisation

Marketing communications personalisation increases conversion rates. When you tailor your content to a specific target audience based on their behaviour, demographics, or interests, your message is much more persuasive. This is why personalised content makes people more likely to convert.

**EXAMPLE OF KPI TARGET:** Increase conversion rate by at least 10%.

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